

Hi! I'm a product and UX designer that thrives on the process of creating functional, innovative & intuitive products. I've built design systems, developed experiences for data intensive enterprise applications, and crafted end to end consumer facing digital products. I sweat the details of usability, scalability and accessibility, and deliver experiences that reduce time-to-value.

Skills

Tools

Figma, FigJam, Axure RP Pro, Sketch, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, WordPress, Minitab, Wix, InVision, Miro

Design Methods

Design thinking, Visual design, Branding, Wireframing, User flows, Task flows, Journey mapping, Interaction design, Storyboarding, Information architecture

Research Methods

User research, Usability testing, Surveys, Comparative study, Interface evaluation, User personas, Literature review, Heuristic evaluation, User interviews

Experience

User Experience Design Intern Teradata

May - Dec '23

Skills: **Figma, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe After Effects, Wireframing, A/B testing**

- Re-engineered Figma components integrating advanced component properties & variables to foster a system first mindset
- Aligned UX Design System with Material Design 3 guidelines to increase inclusivity, adoption & consistent usage
- Drove cross-team collaboration with Marketing & Product teams to unify disparate Design Systems
- Developed responsive web components using the Lit framework in collaboration with the UI team
- Led the design of guided onboarding & e-learning tours with informative animations using Adobe After Effects
- Conducted A/B tests to research & analyze user feedback for enhancements in design process & strategy

Lead User Experience Designer Plane Crazy Studios

May '21 - Aug '22

Skills: **Figma, Adobe suite, Wire-framing, Interaction design, Journey mapping, Design thinking**

- Lead UX designer for a custom styling recommendation mobile application; now in use by 5,000+ users
- Designed an onboarding experience to generate recommendations based on users body, fit & style; which drove 1,500 downloads & 800 active daily users in the first month
- Led the design process by developing high-fidelity prototypes, wireframes, detailed storyboards, user flows, & journey maps; facilitating clear communication with clients & investors
- Developed four UI component libraries, design systems, brand strategies, & social content to drive user engagement & consistency
- Conducted competitor analysis & user interviews to ensure a unique digital brand identity across four different client applications
- Collaborated with product managers, UX researchers, dev & content teams to understand requirements & provide creative solutions
- Mentored 6 design interns on HCI principles & Design Thinking best practices using Figma & the Adobe Suite

Content & Social Media Designer Studio Rever Design Studios

May - Jun '22

Skills: **Adobe Illustrator, Adobe InDesign, Adobe After Effects, Visual design, Content Creation**

- Designed commercials & hoarding posters for Hamley's *Get Creative* Campaign, driving 7,000 ticket sales in 2 weeks

Reddit Interface Redesign Academic Project

Aug - Dec '22

Skills: **Figma, Usability testing, Comparative study, Interface evaluation**

- Evaluated Reddit's usability & UX goals through user profiling & analysis of interface against usability principles, identified 6 issues based on the results, redesigned & created high-fidelity prototypes

Fashion Design Intern Naeem Khan, Alejandra Alonso Rojas, Dennis Basso

May '18 - Aug '19

Education

San Jose State University Masters of Science in Human Factors & Ergonomics

Aug '22 - May '24

School of the Art Institute of Chicago B.F.A., SAIC Merit Scholarship Recipient

Aug '16 - May '20